



Job Description and Person Specification

Job Title: High Growth Business Advisor

Reports to: Hertfordshire Growth Hub Head of Service

Location: Working from home - with ability to travel across Hertfordshire for in-person delivery/ meetings etc

Salary range: Competitive Full or part-time considered

About the role

The role focuses on proactively identifying, engaging and supporting those business owners and leaders who are already demonstrating high growth in employment or turnover, or have the real potential to do so. Whilst such companies can be in any sector, there is a focus on Hertfordshire's priority sectors: advanced manufacturing, clean energy, life sciences, defence, digital and technology, creative industries, and professional and business services.

Support will be a blend of high intensity 1:1 support and group workshop delivery, both in person and online. Clients might also benefit from our partnership network workshops and/or support from the wider business ecosystem, which the Growth Hub is at the heart of. A Key Account Management approach is required to build trust with, and deliver excellent service to, these high potential clients.

Key Responsibilities

Identification of and engagement with appropriate business prospects. This will include proactive outbound phone and email communications, referrals from our frontline Business Information Advisor and other members of our small HGH team, leads generated by our marketing campaigns/socials, referrals from public and private sector partners, GH representation/attendance at relevant ecosystem events and so on.

Deliver 1:1 Scale up Support. Utilise our Growth Maturity Index (completed by the client) as a diagnostic and benchmarking tool to surface client needs, challenges and opportunities, in order to prioritise and focus your support on addressing them; whether through 1:1 sessions or via workshops.

Deliver high impact workshops, webinars and seminars. We have a wide range of proven content that provides tangible value to participants, and ensures high engagement, retention and satisfaction. (training will be provided as required).

Pipeline management and team working. Take responsibility for individual targets and monitor pipelines to support job creation targets, contribute to overall performance objectives including



marketing communication activities/content development, share good practices and knowledge of current business issues with colleagues.

Make appropriate referrals where required. Maintain and contribute to our knowledge of scale up, innovation and productivity programmes, public and private, local and national, and account manage clients through this process.

Data compliance, capture and evidencing. Ensure all client information, interactions, support provided, impact achieved, and referrals made are accurately recorded on the CRM in line with our procedures to enable accurate reporting and colleague understanding.

Knowledge/Experience Required

Essential

- Significant business advice or consultancy experience and experience of working with senior management teams within established and/or scale-up SMEs
- Demonstrable understanding of the key challenges and barriers to business growth faced by scale up businesses
- Up to date awareness of business support tools, theory and processes such as the Business Model and Value Proposition Canvas, Ansoff, Key Account Management
- Experience of delivering workshops/growth accelerators/webinars, facilitation and managing group dynamics.

Desirable

- Previous experience of running/growing a successful business, managing a discrete business unit with P&L responsibility, or C-Suite expertise.
- A relevant degree or professional qualification in marketing, business, finance or human capital.
- Working experience in our priority business sectors
- Knowledge of and existing relationships with the innovation/scale-up ecosystem

Skills Required

This role is for someone who is a confident, articulate hands-on self-starter as well as a supportive team player, prepared to do whatever it takes to deliver a successful project and a great impact for clients.

You'll have gravitas and credibility, well developed influencing, listening and analytical skills, excellent presentation and communication abilities, and be able to challenge constructively. You'll be able to sell the benefits of the HGH service in a way that is meaningful to scale-up prospects and appropriate referral partners, and inspire them to trust, engage and act.

You'll be adept at managing client expectations, caseload and deadlines, prioritising and planning, and IT literate, with a strong eye for detail.



You'll strongly identify with and maintain YTKO's core values in all aspects of your role.

Other

Ability to travel across Hertfordshire for in-person delivery

Flexibility to support occasional early morning or evening sessions

This job description is not intended to be an all-inclusive list of the duties and responsibilities of the job, nor is it intended to be an all-inclusive list of the skills and abilities required to do the job. Management may, at its discretion, assign or reassign duties and responsibilities to this job at any time.

Application

Applicants must have the right to live and work in the UK and be able to meet the travel requirements of the role.

To apply, please complete our online application form.